

Question 1: *How does advertising affect kids' perception of alcohol?*

“Our kids are growing up in an environment where, in fact, they think that three-quarters of all musicians and three-quarters of all actors and actresses use alcohol and drugs to excess. These are their role models. And they hear the voices of influence: TV, music, computers, movies, radio, magazines, that are literally normalizing the use of substances—frequently sending a message that it’s okay, that it’s cool to use drugs, to use alcohol, to smoke cigarettes. Our kids are living in a consumer environment, a consumer market. Just like they are buying the coolest jeans or the most outrageous CD’s, the use of alcohol is information sensitive, and it is sold by normalization, by glamorization, by glorification.

Ron Sconyers